

# The Best Local SEO Checklist

Follow this local SEO checklist if you are trying to rank your local business in Google's local search results.



## On-Page Optimization

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- ☐ City or State included in all Title Tag descriptions
  - ☐ City or State included in heading tags (H1, H2,...)
  - ☐ City or State included in content of body (Bolded or italicized at least once)
  - ☐ Site has mobile or responsive layout
  - ☐ Google+ local categories included in Meta Data
  - ☐ Hours, directions and Google map added to contact page
  - ☐ Mobile sitemap found
  - ☐ List your Name, address, phone number on every page
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## Google+

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- ☐ Create a Google+ Account
  - ☐ Select service categories on Google+ local page
  - ☐ Add a Google+ badge for pages
  - ☐ Create and/or claim your Google+ Business page
  - ☐ Add photos and videos to your Google+ local page
  - ☐ Link website to Google+
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## Search Engine Registration

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☐ Request a Google Pin Via Postcard

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☐ Request a Bing Pin Via Postcard

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☐ Verify with Yahoo Via phone call

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## Local Listings

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☐ Claimed or add multiple local listings (Yelp, CitySearch, HotFrog, UrbanSpoon,...)

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☐ Add photo's and videos to your local listings

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☐ Submit to local and regional business directories

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☐ No variations of your company's info exist online (use getlisted.org to search for duplicates)

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